

Message Text

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PAGE 01 MILAN 01197 190838Z

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SUBJECT: FINAL REPORT EDP USA 76 - MINICOMPUTERS, TERMINALS,
PERIPHERALS

REF USDOC 05899

1. EDP USA 76 - MINICOMPUTERS, TERMINALS, PERIPHERALS
2. USTC MAY 11 - 15, 1976
3. 58 PARTICIPANTS FOR 91 COMPANIES (MINUS LAST-MINUTE CANCELLATION
OF INTERTEC DATA SYSTEMS AND NO-SHOW OF COMPUTER SYSTEMS
ENGINEERING).
4. SALES DURING SHOW: \$7,391,700
5. SALES PROJECTED NEXT 12 MONTHS:
 - A) NTM - \$13,240,000
 - B) OTM - \$18,960,000
 - TOTAL \$32,200,000
6. FIVE EXHIBITORS SOUGHT EXREPS
7. THREE EXREPS APPOINTED DURING EXHIBITION

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MILAN 01197 190838Z

8. AN ADDITIONAL EIGHT EXREP AGREEMENTS EXPECTED TO BE

SIGNED NEXT TWELVE MONTHS

9. N/A

10. TOTAL 2800 REGISTERED VISITORS

11. A) COMPUTERVISION CORP., BEDFORD, MASS. NTM. EXHIBITED DESIGNER SYSTEM AND PERIPHERALS. SALES DURING SHOW: \$600,000 WITH AN ADDITIONAL \$1,500,000 EXPECTED NEXT TWELVE MONTHS. PENETRATED GREECE, SAUDI ARABIA AND YUGOSLAVIA FOR FIRST TIME. WROTE VITTORIO PELLONI, REGIONAL SALES MGR.: "VERY SUCCESSFUL SHOW...EVEN CUSTOMERS SAY. ALL WELL ORGANIZED AND EXCELLENT SUPPORT FROM TRADE CENTER STAFF." CLEARED

B. DATA DEVICES INT'L., WOODLAND HILLS. NTM. EXHIBITED MAGNETIC MEDIA MAINTENANCE DEVICES. SOLD \$1700 DURING EXHIBITION AND EXPECTS AND ADDITIONAL \$100,000 IN TWELVE MONTH SALES. APPOINTED ONE EXREP DURING SHOW. PENETRATED ITALY, SWITZERLAND, MEXICO AND GREECE DURING EXHIBITION. WROTE LAWRENCE BOWNE, VICE PRESIDENT MKTG.: "EXHIBITION HAS COMPLETELY FULLFILLED OUR OBJECTIVES." CLEARED

C) DATA GENERAL, SOUTHBORO, MASS. OTM. SALES DURING EXHIBITION: \$200,000. PROJECTED 12 MONTH SALES: \$750,000. EXHIBITED MICRONOVA AND NOVA 3 MINICOMPUTERS. PIERO DI CAMILLO, DIRECTOR GENERAL, WROTE: "VERY GOOD ATTENDANCE. WE NOTICED A WIDE AWARENESS AMONG OUR CUSTOMERS ABOUT THIS EVENT. IT HAS BECOME A NOT-TO-BE-MISSED EVENT FOR THE ITALIAN MINIMARKET." CLEARED

D) TALLY CORP., KENT, WASH. OTM. EXHIBITED PERIPHERALS, TERMINALS AND PRINTERS. SALES DURING EXHIBITION: \$250,000. PROJECTED 12 MONTH SALES: \$2,000,000. WROTE DIEGO DOMITE, TALLY ITALIA: "MOST IMPORTANT EDP SHOW IN ITALY. A NECESSITY FOR US AND OTHER AMERICAN FIRMS TO PARTICIPATE. A REAL MUST." CLEARED

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UNCLASSIFIED

PAGE 03 MILAN 01197 190838Z

12. EDP USA, FIFTH IN AN ANNUAL SERIES AND MTC'S OFFICIAL BICENTENNIAL EXHIBITION, WAS WITHOUT DOUBT MOST SUCCESSFUL SHOW IN HISTORY OF MILAN TRADE CENTER. SHOW'S RECORD CAN ONLY BE DESCRIBED IN SUPERLATIVES. LARGEST NUMBER OF PARTICIPANTS EVER IN AN MTC SHOW COMPLETELY FILLED BOTH CENTER AND ADJOINING PAVILION 14, OCCUPYING TOTAL OF 1025 SQUARE METERS WHICH WE BELIEVE SETS ALL-TIME RECORD FOR ANY TRADE CENTER EXHIBITION.

ON-FLOOR SALES OF \$7,336,700 BATTERED ANOTHER MTC RECORD
AS DID ATTENDANCE OF 2800 TRADE VISITORS, HIGHEST EVER FOR
AN EDP SHOW.

MTC'S SPECIAL BICENTENNIAL SEMINAR, "200 YEARS OF SCIENCE
AND TECHNOLOGY FOR THE ADVANCEMENT OF MANKIND", ORGANIZED
WITH COLLABORATION OF FAST, ITALY'S MOST PRESTIGIOUS
ASSOCIATION OF SCIENTIFIC AND TECHNICAL ORGANIZATIONS, WAS
OPENED MAY 11 BY AMBASSADOR VOLPE AND GOI MINISTER OF RESEARCH
AND TECHNOLOGY PEDINI WITH PROF. NORMAN HACKERMAN, PRESIDENT,
RICE UNIVERSITY AND CHAIRMAN OF NATIONAL SCIENCE BOARD AS
PRINCIPAL INAUGURAL SPEAKER. OTHER SEGMENTS, DEVOTED TO
ENERGY SOURCES, CONQUEST OF SPACE, MEDICAL CARE AND RESEARCH
AND INFORMATION SOCIETY DREW GOOD AUDIENCES AND PROVIDED UNIQUE
OPPORTUNITY FOR EXCHANGE OF VIEWS AND INFORMATION AMONG TOP-
LEVELS OF AMERICAN AND ITALIAN SCIENTIFIC COMMUNITIES.
SEMINAR RECEIVE EXCELLENT PRESS COVERAGE WITH A NUMBER OF U.S.
GUEST SPEAKERS INTERVIEWED FOR EVENTUAL TV TRANSMISSION.
SHOW'S COLOSSAL SUCCESS, DESPITE PRE-ELECTION UNCERTAINTIES,
CURRENT WEAKNESS OF LIRA AND RECENTLY ANNOUNCED GOI IMPORT
RESTRICTIONS, IS CLEAR DEMONSTRATION THAT ITALIAN INDUSTRY,
MORE COST-CONSCIOUS THAN EVER, IS INCREASINGLY ATTUNED TO
UTILITY OF COMPUTERS AND REGARDS MTC'S ANNUAL EVENT AS THE MOST
IMPORTANT (INDEED THE ONLY) COMPUTER EXHIBITION IN THE COUNTRY--
A FACT MENTIONED BY ALL EXHIBITORS AS THEY INDICATED ALMOST
UNANIMOUS INTEREST IN PARTICIPATING IN MAY 1977 EXHIBITION.
FINA

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